

PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE  
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To: . Bill Kuhn Date: April 12, 1988  
From: . Ed Wickham  
Subject: . Observations of the TITL Report

1. Samples from TITL are representative of 50 retail outlets. Samples can be from 1 to 12 months old. Philip Morris data compared to this is based on samples that are no more than 30 days old picked up from wholesale outlets.
2. There has been a significant difference between Philip Morris and TITL data for the last two pickups. The significant factor is that both pickups were tested in the new laboratory in Rockville, Maryland.
3. Market Sample #30 and Market Sample #29 were higher in puff count. This can be contributed to high smoke deliveries for TITL data, and this will be exaggerated by high delivery cigarettes.
4. TITL is the only laboratory using the FTC type machine that was fabricated by Phipps & Bird.
5. The data on the last page of this draft is based on Philip Morris using the identical sample that TITL smoked. There was good agreement between these four samples.

**SUGGESTIONS:**

1. I would suggest that TITL purchase an oven in order to run oven volatiles on the monitor during the testing of market samples.
2. The Board should suggest that more collaborative studies be performed between TITL and the industry during the year.
3. I would suggest that TITL only publish one report per year. If it is necessary to test 2 market samples, the 2 samples should be averaged and one set of data published.

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